

SYSTEM AND METHOD FOR SELLING  
ADVERTISING SPACE ON ELECTRONIC DISPLAYS  
DIGITAL TELEVISION USING SPECTRUM

## ABSTRACT

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Electronic billboards, which may be indoor or outdoor are located in various geographical areas. Associated with each billboard is a web address. A client desiring to display information, such as an advertisement, on any selected electronic billboard can upload the information over a digital television broadcast network to the server implementing the billboard website. The client can select the time and duration for the information to be displayed, and can even purchase the display time using a credit card or through the use of some other type of account.

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